

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, MAY 15, 2008
7:30 PM

1. CALL TO ORDER AND ROLL CALL

Chairman Wetzork called the meeting to order at 7:30 p.m.

Present: Chairman Wetzork. Commission Members: Autorino, Bonta (arrived at 7:47 p.m.), Dahlberg, Lindsey, Ryan (arrived at 7:32 p.m.), Schmitz, and Zuppan

Absent: None

Vacancy: (1)

Staff: Eric Fonstein, and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of April 17, 2008

Motion (Dahlberg), seconded, and unanimous to approve the minutes of the Regular Meeting of April 17, 2008, with corrections as noted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Request by the Public Works Department for EDC Review and Recommendation Regarding the Draft Proposed Capital Improvement Projects for FY 08-10

Laurie Kozisek, Associate Civil Engineer, made the presentation on behalf of the Public Works Department. A copy of her presentation is attached to these minutes for reference (Attachment A). Motion (Autorino), seconded, and unanimous to recommend that the Public Works Department go forward with this report.

6.b. Request by the Public Works Department for EDC Review and Recommendation Regarding the Draft Pedestrian Plan

Gail Payne, Transportation Coordinator, made the presentation on behalf of the Public Works Department. A copy of her presentation is attached to these minutes for reference (Attachment B). Motion (Dahlberg), seconded, and unanimous to recommend that the Public Works Department go forward with this report with a favorable recommendation from the EDC.

7. REPORTS

7.a. Oral Report: Commission Member Schmitz – EDC Representative to the Bicycle Plan Task Force

Commission Member Schmitz reported that a meeting of the task force was planned for May.

7.b. Oral Report: Commission Member Schmitz – EDC Representative to the Alameda Point Advisory Task Force

Commission Member Schmitz reported on the May 5 community meeting, which featured a presentation of different alternatives by the Alameda Point transportation consultants. The consultants' work will provide a lot of good detail for SunCal when it becomes time for them to make their recommendations.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

8.b. *Redevelopment – Building Better Communities*

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

9.a. Staff Update Regarding Business Retention Activities

Mr. Fonstein's report addressed both business attraction and business retention. The City works closely with the East Bay Economic Development Alliance (EBEDA). They provide us with leads regarding companies looking for locations. EBEDA worked with the City to help keep TheraSense (now Abbott Diabetes Care) in Alameda. We are also working with EBEDA and the State of California to attract electric car manufacturing. The City also works with the County of Alameda to help businesses take advantage of Industrial Development Bonds. Alameda companies who have benefited from this program include Unique Elevator & Interiors and Ettore, located in Harbor Bay Business Park. Development Services is the main source of contact for these companies. DSD hosts a quarterly real estate forum for the commercial broker community. This is a great opportunity for sharing information. Brokers have a close rapport with companies, which helps Alameda over time. The City of Alameda

also teams up with other cities for joint marketing. An example of this is Bay Area East Shore (BAES), which is currently marketing the East Bay as a "Green Corridor." Our relationship with the brokers helps with business retention. The brokers let us know when leases are coming due. Development Services schedules site visits to show businesses that they are appreciated. Recent site visits include ABB/Concise Optical, Perforce Software, and Workforce One. Development Services recently held its annual Human Resources Directors annual outreach event. This enables the City to let the major employers know about programs that can benefit their employees, such as the City's First Time Home Buyer's Program. Representatives of Alameda Police Department discussed safety issues at this year's event.

Commission Member Lindsey asked about plans for Mervyn's at Alameda Towne Centre. Mr. Fonstein responded that the space was being planned for a new Kohl's department store. He added that Mike Corbitt of Harsch was scheduled to give an Alameda Towne Centre update to the EDC at the June meeting.

Commission Member Schmitz noted the controversy regarding a recently denied housing development that had been proposed near businesses at Harbor Bay Business Park. He stated that Harbor Bay Business Park is a business retention issue, and the EDC needs to be kept informed about issues of concern to businesses like Peet's Coffee, so that the EDC can act as an advocate. Mr. Fonstein stated that Development Services has been working with SRM over the years regarding South Loop Road development. Commission Member Zuppan commented that the EDC needs to understand development throughout the City.

Commission Member Autorino asked if staff had heard about a proposal to eliminate the tennis courts at the Harbor Bay Club and replace them with a three-story office building. Mr. Fonstein responded that he could look into that.

Commission Member Zuppan asked about the implementation of tentative parking study recommendations. Mr. Fonstein responded that parking meter rates have already been increased in the Park Street Business District. He also added that he was reviewing the latest draft submitted by the consultant.

Commission Member Autorino announced his resignation from the EDC in anticipation of his official appointment to the Planning Board on May 20. The Chair and Commission Members expressed their congratulations to Commission Member Autorino, as well as their appreciation for his service on the Economic Development Commission.

10. ADJOURNMENT

The meeting was unanimously adjourned at 9:00 p.m.

Respectfully submitted,

Eric Fonstein
Development Manager

EF:rv